

# 50 YEARS OF SOUVENIRS

## Disneyland Parade of Dreams

Walt Disney's *Parade of Dreams* will debut in Disneyland Park on May 5, 2005 as part of the 50<sup>th</sup> Anniversary of the Happiest Place on Earth.



Choreographed to the signature tune "Welcome" by Academy Award® winning composer Phil Collins (from the *Disney* animated film *Brother Bear*) the parade also features a host of classic *Disney* songs selected for each of the six individual parade units:

- **Gateway to Dreams** - Everyone's favorite pixie, Tinker Bell, will "Welcome" everyone and lead off the impressive procession with a generous sprinkling of pixie dust from her perch atop a shimmering golden locomotive. Tinker Bell will be joined by a host of *Disney* *magic* makers, including Cinderella's Fairy Godmother, Pinocchio's Blue Fairy, Sleeping Beauty's Flora, Fauna and



• **Dream of Enchantment** - The enchanted characters from Disney's "Beauty and the Beast" invite everyone to "Be our Guest," as dancing silverware, salt and pepper shakers and a flirtatious feather duster join Belle, Beast, Lumiere, Cogsworth and Mrs. Potts in a show-stopping musical spectacle.

- **Dream of Another World** - Taking guests to the charming ocean kingdom of “The Little Mermaid,” Sebastian the Crab contributes his famous Caribbean flair. Ariel and Flounder float nearby to the tune of “Under the Sea,” complete with bubbles, dancing fish and leaping fountains. Rhythmic gymnasts perform with pearl balls while the evil sea **witch** Ursula, a giant articulated puppet, lurks in the background.

- **Dream of Adventure** - This gathering atop Pride Rock utilizes amazing puppetry to portray a the regal couple of Simba and Nala, while all the creatures from the Pride Lands (represented by live performers, puppets and kites) join in the “Circle of Life” celebration, along with Rafiki, Pumbaa and Timon. A rising tree features **two** twirling acrobatic dancers performing as exotic birds.



		1955	1956	1957	1958	1959			
1960	1961	1962	1963	1964	1965	1966	1967	1968	1969
1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
1980	1981	1982	1983	1984	1985	1986	1987	1988	1989
1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
		2000	2001	2002	2003	2004	2005		

# 50 YEARS OF SOUVENIRS



## Biggest Event in Disney Theme Park History Premieres on May 5, 2005

ANAHEIM, Calif., May 5, 2004 - For the first time ever, the 10 **Disney** theme parks around the world will join together for a global celebration to mark the 50th anniversary of Disneyland in Southern California.

Disney Chief Executive Officer Michael Eisner joined Walt Disney Company President and Chief Operating Officer Bob Iger and Walt Disney Parks & Resorts President Jay Rasulo in a ceremony this morning in front of Sleeping Beauty Castle at Disneyland announcing details of "The Happiest Celebration on Earth."

"The Happiest Celebration on Earth" pays tribute to Walt Disney's dream of Disneyland, the original park that introduced an entirely new genre of family entertainment that now spans the **globe** and continues to offer the most visited attractions in the world, drawing 100 million visitors on three continents every year - - and still growing.

Beginning May 5, 2005 and extending for 18 months through 2006, the event will take place in all of the Disney theme parks around the world, with the premiere of exciting new shows and attractions at Disneyland Resort in California, Walt Disney World Resort in Florida, Tokyo Disney Resort in Japan and Disneyland Resort Paris in France and the opening of Hong Kong Disneyland.

Eisner noted that Disneyland has grown into a cultural phenomenon. "The dawn of the theme park industry rose from one man's dream as he walked Anaheim orange groves more than 50 years ago, and today, the sun never sets on Disney's global theme park landscape," Eisner said. "Our Happiest Celebration on Earth is another example of our continued commitment to creating innovative entertainment experiences for the entire family, while saluting the nearly two billion guests who have made Disneyland a national treasure and made Disney the undisputed leader in **family vacation** destinations worldwide."

"Since Disneyland opened its gates nearly 50 years ago, Walt Disney's flagship park has been praised the world over for serving as the foundation for the modern theme park industry, and, moreover, for creating



a unique place where the entire family can have fun and enjoy wholesome, quality entertainment together," said Rasulo. "Disney parks are at the heart of a timeless tradition for millions of families that pass down their experiences from generation to generation. In honor of the park that started it all, every Disney resort will join in creating more great memories for our guests with this unprecedented global celebration, which promises to be the biggest event in Disney theme park history."

At Disneyland, the global celebration becomes a unique chance for the generations of guests who have been touched by the magic of Disneyland to return to where the magic began and relive their fondest memories of park visits past and create new memories with family and friends.

#### DISNEYLAND RESORT ( Anaheim, California )

In addition to the recent opening of The Twilight Zone Tower of Terror® and Snow White - an Enchanting New Musical, the Resort will be premiering new and exciting shows throughout the 18-month celebration. "We are celebrating all those guests and Cast Members who have come to make Disneyland a cherished experience, inviting them to relive memories and create new ones with family and friends," said president, Disneyland Resort, Matt Ouimet. The celebration will be the biggest event in the history of the park and will take different forms throughout the Disneyland Resort - even extending out to sea:

- Sleeping Beauty Castle will be transformed into a breathtaking focal-point for "The Happiest Homecoming on Earth" and will glow with Disney enchantment as never before.
- Audiences will be overwhelmed by the fun and spectacle of the new "Walt Disney's Parade of Dreams," featuring one of the largest casts of Disney Characters ever assembled.
- An all-new fireworks spectacular entitled "Remember . . . Dreams Come True" represents the most elaborate and extravagant in the history of Disneyland.
- In the all-new attraction "Buzz Lightyear Astro Blasters," guests pilot their very own Star Cruiser through a comical interactive space mission where they will help to protect outer space from the forces of the evil Emperor Zurg!
- "Space Mountain" will be re-"Imagineered" for the 21st century, featuring all-new "out of this world" effects and surprises.
- Guests will experience "Disneyland - The First 50 Years," a remarkable new exhibit showcasing 50 years of Disneyland and highlighting the amazing evolution of the park from concept to reality.
- "Block Party Bash" - At Disney's California Adventure guests will suddenly find themselves surrounded by the rollicking music, excitement and fun of one of five instant celebrations.

#### Disney Cruise Line ( Port of Los Angeles, California / Port Canaveral, Florida )

- Disney Cruise Line will launch its first-ever west coast itinerary with celebratory cruise vacations out of the port of Los Angeles aboard the Disney Magic to the Mexican Rivera.

The 12 seven-night cruises to Puerto Vallarta, Mazatlan and Cabo San Lucas, Mexico will introduce an exciting new way to vacation with Disney to a whole new audience. Rasulo said, "The great opportunity we have with the flexibility of our fleet is the ability to expose whole new audiences to a completely new way to vacation with Disney."

# 50 YEARS OF SOUVENIRS

## Motels Near Disneyland

Finally, a page [on](#) the internet that will tell you where to stay if you want to walk to Disneyland.

Many [motels](#) around the perimeter of Disneyland boast they are only "1 Block" or so away; some even use "walking distance" in their ads. But, sometimes these distances are only from the Disneyland "property," not one of its entrances. Potentially a family could walk for 30 minutes or more in order to actually get inside the Park.

The map [of sorts] below shows the eastern border of Disneyland: [South Harbor Blvd.](#) which has several places to stay that are actually located at a realistic walking distance from entering Disneyland. A person should choose a motel that is between the addresses of 1380 South Harbor Blvd. and 1650 South Harbor Blvd.

Motels are in black, restaurants in blue and the Disneyland entrance crosswalk in red and purple.

- H 1380 Howard Johnson
- a 1400 [Mimi's Café](#)
- r 1460 Fairfield Inn
- b 1500 [McDonald's](#)
- o 1520 Park Inn International
- r 1530 Carousel Inn & Suites
- 1540 Tropicana Inn
- 1544 Best Western Inn & Mini Suites (Captain Kidd's)

**East Shuttle Area - Disneyland Walking Entrances**

- B 1560 IHOP
- I 1570 Park Vue Inn (Alamo)
- V 1600 Anaheim Desert Inn & Suites
- d 1604 Del Sol Inn (Behind Denny's)
- 1610 Denny's
- 1630 Best Western - Anaheim Inn
- 1640 Tony Roma's (50 Years of Souvenirs does not recommend this one)
- 1650 Ramada Inn Maingate

**Disney Way - South Auto Entrance**

1955 1956 1957 1958 1959  
 1960 1961 1962 1963 1964 1965 1966 1967 1968 1969  
 1970 1971 1972 1973 1974 1975 1976 1977 1978 1979  
 1980 1981 1982 1983 1984 1985 1986 1987 1988 1989  
 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999  
 2000 2001 2002 2003 2004 2005



# 50 YEARS OF SOUVENIRS

## Disneyland's First Ticket

On June 10, 2005, *50 Years of Souvenirs* received a very special-surprise [email](#) from a man named Dave MacPherson. On July 17, 1955 Disneyland Park opened for invited guests only (although thousands of uninvited guests came anyway), but on July 18, 1955 Disneyland opened to the world. Dave MacPherson arrived the morning of the 18th at 2am and was the first person to ever enter Disneyland on a public ticket.

Below you will find a Salt [Lake](#) Tribune article on Dave from June 2005. And, there are some newspaper clippings and Dave's most recent lifetime pass.

### "Disney' first customer still uses his lifetime pass"

By Tom Wharton  
The Salt Lake Tribune

The clippings from the [Los Angeles](#) Mirror-News, The Los Angeles Times, The Los Angeles Examiner and The Long Beach Independent are faded now. So is the photo of 22-year-old Dave MacPherson giving the OK [sign](#) as he became the first customer to buy a ticket to Disneyland when it opened to the public July 18, 1955.

But the now-72-year-old Mac- Pherson is anything but faded.

A humor columnist for the San Juan County newspaper, he lives in a cabin in Monticello.

He escaped what he calls "Quakafornia" 20 years ago, but still uses his lifetime pass to visit Disneyland regularly.

"I am old enough to be historical," MacPherson said.

When Disneyland opened, MacPherson lived 10 miles away from the then-sleepy farm town of Anaheim. He was a student at Long Beach State University, where he worked for the college newspaper.

He watched the hoopla of the "invited guests only" televised opening on July 17 -- a Sunday -- seeing guests such as Ronald Reagan and Art Linkletter join founder Walt Disney. Some commentators said the new theme park would be "Walt's Folly" because of myriad opening-day problems.

MacPherson rode his Simplex motorbike, capable of going about 30 mph, to the big

parking lot to be the first person in line.

"I had it in my mind to be the first," he recalled. "I would have said forget it if someone was there. But I was the first person."

It was 2 a.m. and MacPherson heard technicians testing animal sounds for the Jungle Cruise ride. Before the day was over, 6,000 people would queue up behind him.

The former newspaper reporter offered these observations on that first day:

\* Roy Disney, Walt's brother, requested the first printed ticket for his grandchildren's memorabilia.

\* The park opened a day early for special guests and the news media. Some printed counterfeit tickets, and some party crashers climbed over fences surrounding the attraction.

\* When Disneyland opened for the public on that hot, humid Monday, Walt Disney posed with Michael Schwartzner and Christine Vess, the first two children in line.

"Since I wasn't Walt's relative or a special guest or party crasher on the 17th, or a youngster on the 18th, I had only one option," MacPherson said. "Employing the hard work and initiative that Walt had admired in persons like Mark Twain and Abraham Lincoln, I focused on being first in line on the 18th."

MacPherson was the first to enter the park. But, surprisingly, he did not ride any of the new attractions or get Walt Disney's autograph.

"I was still in school," he recalled. "I was dead tired. People were fainting in the parking lot. I had to get back to school."

Some time later, the Monticello resident learned he had won a lifetime pass to Disneyland for himself and three guests. He has received that annual card each year since 1955. Its use has expanded to Disney parks in Florida and France.

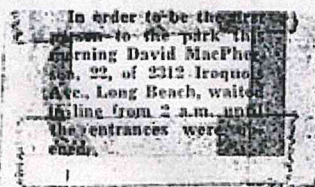
MacPherson has used the pass often. His favorite ride is the Enchanted Tiki Room, an attraction he says is "for the birds." He also likes the Haunted Mansion. But he misses the 360-degree movie.

The last time he went to Disneyland was 2004. But the first member of the public to buy a ticket to "the Happiest Place on Earth" probably hasn't seen the last of the park he helped open.





**PURCHASE OF THE FIRST TICKET** to Disneyland was made today by a Long Beach man, Dave MacPherson, of 2312 Iroquois Ave. He achieved the distinction by getting in line at 2 a. m. By dawn, almost 6,000 others were in line behind him. A "Davy Crockett miniature" watches the transaction.—(Staff Photo.)



*Los Angeles Mirror-News:  
(July 18, 1955)*

**SINCE 2 A M—**

But they were preceded by Dave MacPherson, Long Beach State College senior, who had been waiting since 2 a. m., the hour at which officers first noticed traffic was becoming abnormal in the area.

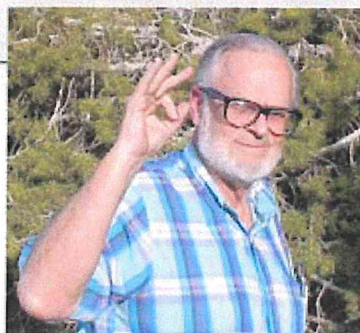
The first visitor, a Long Beach man, Dave MacPherson, 2312 Iroquois Ave., started the line at the ticket window at 2 a.m.

But to people who have MacPherson as a Long Beach College student, a little more waiting was but a minor problem. He had been waiting since 2 a.m. to buy the first ticket sold at Disneyland.

*L-A. Examiner =  
(7/19/55)*

*L-B. Independent =  
(7/19/55)*

*L-A. Times =  
(7/19/55)*









**FOR DAVID MAC PHERSON  
AND 3 GUESTS OR 3 DEPENDENTS**

David MacPherson  
SIGNATURE OF PASSHOLDER

This pass is **NONTRANSFERABLE**. It is a privilege extended only to the person whose name appears herein. Your pass is designed to admit you and your guests only.

**You must be present when admitting your guests and are required to accompany them during their entire visit. The sale of this privilege is prohibited.**

Please present pass and proper photo identification at any Main Entrance turnstile for admission of you and your guests to the **DISNEYLAND®** Resort theme parks in California, and at the Guest Relations window for admission to the **WALT DISNEY WORLD®** Resort theme parks and the **DISNEYLAND®** Resort Paris theme parks in Florida and Paris, respectively.

This pass is valid through December 31, 2005 and may be used only once per day for initial entry to a theme park.

**NOT RESPONSIBLE FOR LOST OR STOLEN PASSES OR PROPERTY**



**N**

088140100000050154



1955 1956 1957 1958 1959  
1960 1961 1962 1963 1964 1965 1966 1967 1968 1969  
1970 1971 1972 1973 1974 1975 1976 1977 1978 1979  
1980 1981 1982 1983 1984 1985 1986 1987 1988 1989  
1990 1991 1992 1993 1994 1995 1996 1997 1998 1999  
2000 2001 2002 2003 2004 2005

# 50 YEARS OF SOUVENIRS

Please examine the items below. None of them are labeled with a date. While it is [easy](#) to place the items into a certain period of time, see if you can give them an exact year. [Click](#) on the [Give Me A Date](#) link to submit a year. Please remember to put a description of the item in the email.

Good luck!

[GIVE ME A DATE](#)



[GIVE ME A DATE](#)





Not so easy... This plate was said to have sold in the 1950s. But did it?

Look closely by the **Mark** Twain and you will see the Haunted Mansion, whose exterior was not finished until 1963.



**GIVE ME A DATE**

A Cast Member name **tag** from what year?

*50 Years reader "Peg" writes:*

"I recall it was in 1978 (I was a CM at Disneyland then, in charge of the Cast newsletter, Disneyland Line), we **first** went to the white name **tag** and standing Mickey icon. At that time, red signified **outdoor** attractions, while blue meant you worked at WED (now WDI) or at Walt **Disney** Studio. Name tags were new to WED and WDS in that year. I may be off slightly, but I am in the ballpark, give or take a few months."

*Thanks Peg!*

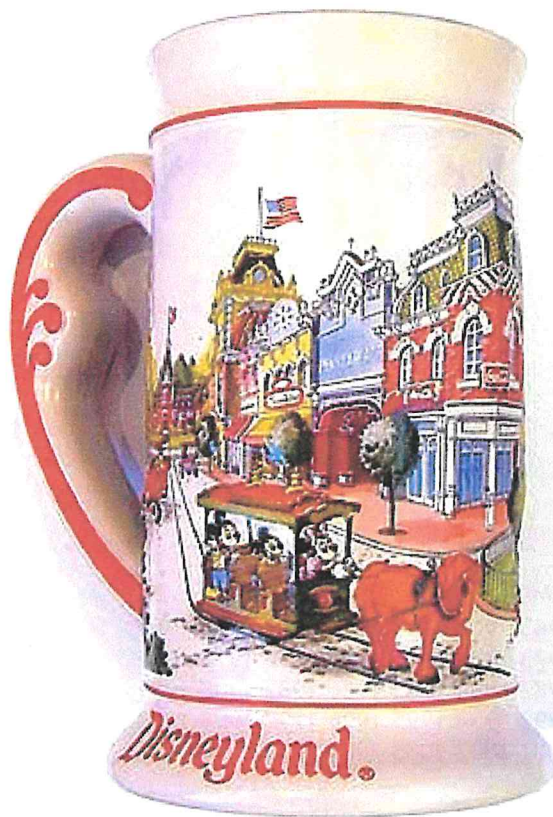


GIVE ME A DATE



GIVE ME A DATE





GIVE ME A DATE

GIVE ME A DATE



GIVE ME A DATE



<u>1955 1956 1957 1958 1959</u>											
<u>1960</u>	<u>1961</u>	<u>1962</u>	<u>1963</u>	<u>1964</u>	<u>1965</u>	<u>1966</u>	<u>1967</u>	<u>1968</u>	<u>1969</u>		
<u>1970</u>	<u>1971</u>	<u>1972</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>		
<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>		
<u>1990</u>	<u>1991</u>	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>		
		<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>				



# 50 YEARS OF SOUVENIRS

Yet another new venture that will take a while to collect.  
Please [email](#) me a photo or scan of your Disneyland name tag!

Please note that many of these tags are photos from where ever I could get them, i.e. eBay and any other sites that feature them. If I have acquired your tag and you would like it removed, feel free to email me.

Thank you!

## Disneyland Cast Member Name Tags

On opening day July 17, 1955, Cast Members wore a brass tag. But the tag did not have a name like name tags of today, it had a number. It wasn't until 1962 that Disneyland began to use a name on the badges ("tags") that its theme park employees wore.

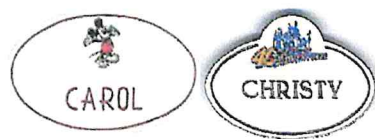
A



B



C



D



E



F



G



H



I



J



K



L



M



N

O

P



R



S



T



U

V



W



X

Y

Z



# 50 YEARS OF SOUVENIRS

## Comments from readers of Disneyland 50 Years of Souvenirs.

Thank you for all of your comments! Please click [HERE](#) to let me know what you think about the site.

-Mark Atkinson

### From Bob

Wow!

*I love your 50 years web site!*

*I just now found it while looking for information about pressed pennies. (The park will have a special set for the 50th and I will be featuring a story on them at (<http://www.parkpennies.com/>)).*

### From Florene

*I've just begun to browse your site, and have sent it to family members.*

*We were there July 17, 1955, my 21st birthday. My father had a real estate office on Main Street.*

*I know I'm going to enjoy browsing your site. Thank you so much for creating it!*

### From Neal

*This page brings back a lot of good memories. We went to Disneyland many times as a child and three years as a ride operator (autopia) in 1971-73.*

*I enjoy the links page, I finally found out what happened to the House of the Future!*

Thanks

### From Jesús

Good afternoon

My name is Jesús Gómez, and I'm writing you from México City.

First of all CONGRATULATIONS for your site, It's really incredible !!!!! I discovered it today, and spent all morning looking at it. I was very happy discovering that I have some of the souvenirs that you show in your site, and also others that you don't have there.

I'm 34 years old, and a BIG fan of Disneyland. My first visit to the park was in 1982, when I was 11, and I still remember a lot of things of that day (especially the Pirates of the Caribbean ride). I did not return to Disneyland until 1990, on it's 35th Anniversary and I enjoyed that a lot. After that, I have been there about 15 more times.

My last trip was the 21st and 22nd of May of this year (2005). I had to be there for the 50th Anniversary, and I loved it. Especially for the fireworks, they were amazing !!!

Thank you for the good time that I spent looking at your site.

Best regards.

### From Eric

**From 50 Years Reader**

OOOH! Just took a quick look, and I will certainly go back to look at more! Thanks so much, what a great site, I love to look at especially the older stuff. Thank you!

**From 50 Years Reader**

I loved your site!!

**From 50 Years Reader**

I love your site! Brings back some wonderful memories. Thank you!

=)

**From 50 Years Reader**

Ah man, did you see the prices for rooms at DLH in '67 (or '68)? Those were the days!

**From 50 Years Reader**

Really fun site to look at :) Thanks for the link to your site.

**From 50 Years Reader**

Way cool! I've only checked the first few years, can't wait to see it all.

Hi,

I wanted you to know that your web site is circulating internally this morning among some of us planning for the 50<sup>th</sup> Anniversary of Disneyland. It's an excellent web site with some outstanding memorabilia. Several Disney fans, including myself and Dave Smith were very impressed!

**From Jen**

FANTASTIC SITE !! I just spent 2 hours on it, remembering when we were there way back in the day, and it brings back wonderful memories!

**From James**

Amazing Amazing Amazing Amazing Amazing  
Amazing Amazing Amazing Amazing Amazing

Amazing Amazing Amazing Amazing Amazing  
Amazing Amazing Amazing Amazing Amazing

Amazing Amazing Amazing Amazing Amazing  
Amazing Amazing Amazing Amazing Amazing

Amazing Amazing Amazing Amazing Amazing  
Amazing Amazing Amazing Amazing Amazing

Amazing Amazing Amazing Amazing Amazing  
Amazing Amazing Amazing Amazing Amazing

Amazing Amazing Amazing Amazing Amazing  
Amazing Amazing Amazing Amazing Amazing

Amazing Amazing Amazing Amazing Amazing  
Amazing Amazing Amazing Amazing Amazing

Amazing Amazing Amazing Amazing Amazing  
Amazing Amazing Amazing Amazing Amazing

Amazing Amazing Amazing Amazing Amazing  
Amazing Amazing Amazing Amazing Amazing

Amazing Amazing Amazing Amazing Amazing  
Amazing Amazing Amazing Amazing Amazing

That's one "Amazing" for each Year of the parks history your site so brilliantly covers!







